

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 4 2010/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+		Change		Weekly Reach 000's				Weekly Reach %		Total Hours 000's				Average Hours		Market Share	
	Last Pub	W4 2010	000's	%	Last Pub	W4 2010	000's	%	Last Pub	W4 2010	Last Pub	W4 2010	000's	%	Last Pub	W4 2010	Last Pub	W4 2010
107.8 Arrow FM for Hastings	114	114	0	0%	24	23	-1	-4%	21%	20%	146	160	14	10%	6.1	6.9	5.2%	5.9%
105-107 Atlantic FM	458	459	1	0%	67	67	0	0%	15%	15%	427	458	31	7%	6.4	6.8	3.9%	4.3%
Total Bauer Radio	51618	51618	0	0%	13303	13267	-36	0%	26%	26%	116044	114840	-1204	-1%	8.7	8.7	11.1%	11.0%
Total Bauer Radio ILR	36897	36896	-1	0%	10440	10357	-83	-1%	28%	28%	90898	90179	-719	-1%	8.7	8.7	12.4%	12.3%
Big City Network	16038	16039	1	0%	4716	4601	-115	-2%	29%	29%	41599	40912	-687	-2%	8.8	8.9	13.4%	13.1%
Big City FM and AM	16192	16192	0	0%	5412	5387	-25	0%	33%	33%	52666	52600	-66	0%	9.7	9.8	16.8%	16.7%
Big City England	10545	10546	1	0%	2720	2598	-122	-4%	26%	25%	20792	20125	-667	-3%	7.6	7.7	10.2%	9.7%
Total Magic	51618	51618	0	0%	3984	3943	-41	-1%	8%	8%	29055	26106	-2949	-10%	7.3	6.6	2.8%	2.5%
Magic Network - North	10417	10417	0	0%	798	822	24	3%	8%	8%	7368	8126	758	10%	9.2	9.9	3.7%	4.0%
Bauer Radio - North East	2227	2228	1	0%	776	772	-4	-1%	35%	35%	6660	7391	731	11%	8.6	9.6	16.4%	17.5%
Big City Network - North East	2227	2228	1	0%	585	549	-36	-6%	26%	25%	4238	4460	222	5%	7.2	8.1	10.4%	10.6%
Metro Radio	1474	1475	1	0%	393	358	-35	-9%	27%	24%	2894	2958	64	2%	7.4	8.3	11.0%	11.0%
TFM Radio	816	816	0	0%	195	191	-4	-2%	24%	23%	1344	1501	157	12%	6.9	7.9	8.7%	8.9%
Magic Network - North East	2227	2228	1	0%	283	295	12	4%	13%	13%	2422	2931	509	21%	8.6	9.9	6.0%	6.9%
Magic 1152 (Newcastle)	1474	1475	1	0%	177	183	6	3%	12%	12%	1247	1526	279	22%	7.1	8.4	4.7%	5.7%
Magic 1170 (Teesside)	816	816	0	0%	106	113	7	7%	13%	14%	1175	1406	231	20%	11.1	12.5	7.6%	8.3%
Metro Radio/Magic 1152	1474	1475	1	0%	505	496	-9	-2%	34%	34%	4142	4484	342	8%	8.2	9.0	15.7%	16.7%
TFM Radio/Magic 1170	816	816	0	0%	277	279	2	1%	34%	34%	2519	2907	388	15%	9.1	10.4	16.3%	17.2%
Bauer Liverpool	1801	1801	0	0%	518	496	-22	-4%	29%	28%	5102	4783	-319	-6%	9.9	9.6	13.7%	12.9%
Total City Talk/Magic 1548	1801	1801	0	0%	161	138	-23	-14%	9%	8%	1105	1104	-1	0%	6.9	8.0	3.0%	3.0%
Bauer FM Liverpool	1801	1801	0	0%	466	446	-20	-4%	26%	25%	4279	3968	-311	-7%	9.2	8.9	11.5%	10.7%
City Talk 105.9	1560	1560	0	0%	63	62	-1	-2%	4%	4%	282	289	7	2%	4.5	4.7	0.9%	0.9%
Bauer Radio - North West	5110	5110	0	0%	1419	1351	-68	-5%	28%	26%	12402	11771	-631	-5%	8.7	8.7	12.3%	11.9%
Big City Network - North West	4957	4956	-1	0%	1273	1204	-69	-5%	26%	24%	10282	9670	-612	-6%	8.1	8.0	10.6%	10.1%
Radio City 96.7	1801	1801	0	0%	439	423	-16	-4%	24%	23%	3996	3679	-317	-8%	9.1	8.7	10.7%	10.0%
Key 103 (Manchester)	2401	2401	0	0%	538	493	-45	-8%	22%	21%	3910	3851	-59	-2%	7.3	7.8	8.7%	8.5%
97.4 Rock FM	1245	1246	1	0%	317	311	-6	-2%	25%	25%	2375	2140	-235	-10%	7.5	6.9	9.7%	9.0%
Magic Network - North West	5076	5074	-2	0%	248	223	-25	-10%	5%	4%	2120	2100	-20	-1%	8.5	9.4	2.1%	2.1%
Magic 1548 (Liverpool)	1801	1801	0	0%	106	82	-24	-23%	6%	5%	823	815	-8	-1%	7.8	10.0	2.2%	2.2%
Magic 1152 (Manchester)	2401	2401	0	0%	99	96	-3	-3%	4%	4%	873	804	-69	-8%	8.8	8.4	1.9%	1.8%
Magic 999 (Preston)	1113	1113	0	0%	44	48	4	9%	4%	4%	424	481	57	13%	9.7	10.0	1.9%	2.2%
Key 103/Magic 1152 (Manchester)	2401	2401	0	0%	597	558	-39	-7%	25%	23%	4783	4656	-127	-3%	8.0	8.3	10.6%	10.3%
Radio City 96.7/Magic 1548	1801	1801	0	0%	496	477	-19	-4%	28%	26%	4819	4494	-325	-7%	9.7	9.4	13.0%	12.2%
97.4 Rock FM/Magic 999	1399	1399	0	0%	346	341	-5	-1%	25%	24%	2800	2621	-179	-6%	8.1	7.7	10.0%	9.7%
Bauer Radio - Yorkshire	3115	3115	0	0%	929	938	9	1%	30%	30%	8054	8043	-11	0%	8.7	8.6	13.3%	12.5%
Big City Network - Yorkshire	3115	3115	0	0%	757	732	-25	-3%	24%	24%	5228	4948	-280	-5%	6.9	6.8	8.6%	7.7%
96.3 Radio Aire	998	999	1	0%	173	160	-13	-8%	17%	16%	1193	865	-328	-27%	6.9	5.4	6.4%	4.3%
Hallam FM	1264	1263	-1	0%	347	354	7	2%	27%	28%	2400	2426	26	1%	6.9	6.9	10.2%	9.9%
96.9 Viking FM	911	910	-1	0%	243	221	-22	-9%	27%	24%	1635	1657	22	1%	6.7	7.5	8.3%	7.9%
Magic Network - Yorkshire	3115	3115	0	0%	267	303	36	13%	9%	10%	2826	3094	268	9%	10.6	10.2	4.7%	4.8%
Magic 828 (Leeds)	998	999	1	0%	107	121	14	13%	11%	12%	1292	1209	-83	-6%	12.1	10.0	6.9%	6.1%
Magic AM (Sheffield)	1264	1263	-1	0%	87	91	4	5%	7%	7%	865	964	99	11%	10.0	10.6	3.7%	3.9%
Magic 1161 (Hull)	911	910	-1	0%	80	98	18	23%	9%	11%	735	1007	272	37%	9.2	10.3	3.7%	4.8%
96.3 Radio Aire/Magic 828	998	999	1	0%	247	255	8	3%	25%	25%	2485	2074	-411	-17%	10.1	8.1	13.3%	10.4%
Hallam FM/Magic AM	1264	1263	-1	0%	403	412	9	2%	32%	33%	3265	3391	126	4%	8.1	8.2	13.8%	13.8%
96.9 Viking FM/Magic 1161	911	910	-1	0%	289	281	-8	-3%	32%	31%	2369	2664	295	12%	8.2	9.5	12.1%	12.7%
Total Kerrang!	51618	51618	0	0%	1416	1408	-8	-1%	3%	3%	6060	6639	579	10%	4.3	4.7	0.6%	0.6%
Kerrang! 105.2	3535	3535	0	0%	366	361	-5	-1%	10%	10%	2052	2427	375	18%	5.6	6.7	3.1%	3.6%
Bauer Radio London (Magic 105.4/Kiss 100)	10983	10984	1	0%	3397	3339	-58	-2%	31%	30%	25550	23569	-1981	-8%	7.5	7.1	11.5%	11.2%
Kiss 100 FM	10983	10984	1	0%	1771	1821	50	3%	16%	17%	10776	10431	-345	-3%	6.1	5.7	4.9%	5.0%

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	Last Pub	W4 2010	000's	%	Last Pub	W4 2010	000's	%	Last Pub	W4 2010	Last Pub	W4 2010	000's	%	Last Pub	W4 2010	Last Pub	W4 2010	
Magic 105.4	10983	10984	1	0%	2149	2051	-98	-5%	20%	19%	14774	13138	-1636	-11%	6.9	6.4	6.7%	6.3%	
Total Kiss Network	51618	51618	0	0%	4041	3947	-94	-2%	8%	8%	22381	21188	-1193	-5%	5.5	5.4	2.1%	2.0%	
Kiss East	2070	2070	0	0%	374	369	-5	-1%	18%	18%	2670	2995	325	12%	7.1	8.1	6.0%	6.6%	
Kiss West	2369	2369	0	0%	443	464	21	5%	19%	20%	3074	3070	-4	0%	6.9	6.6	5.8%	5.7%	
Bauer Radio Total Scotland	4320	4320	0	0%	1700	1752	52	3%	39%	41%	19188	19378	190	1%	11.3	11.1	23.1%	23.7%	
Big City Scotland	4083	4084	1	0%	1461	1448	-13	-1%	36%	35%	14963	14951	-12	0%	10.2	10.3	19.5%	19.3%	
Bauer Radio Central Scotland	2838	2839	1	0%	972	965	-7	-1%	34%	34%	11273	10598	-675	-6%	11.6	11.0	21.2%	20.9%	
Scottish AMs	3515	3515	0	0%	421	428	7	2%	12%	12%	3699	3562	-137	-4%	8.8	8.3	5.6%	5.6%	
Total Radio Clyde	1839	1839	0	0%	631	633	2	0%	34%	34%	7509	6915	-594	-8%	11.9	10.9	21.3%	20.8%	
Clyde 1 FM	1839	1839	0	0%	542	558	16	3%	29%	30%	5615	5714	99	2%	10.4	10.2	15.9%	17.2%	
Clyde 2	1839	1839	0	0%	209	187	-22	-11%	11%	10%	1894	1201	-693	-37%	9.1	6.4	5.4%	3.6%	
Total Radio Forth	1096	1096	0	0%	348	336	-12	-3%	32%	31%	3763	3683	-80	-2%	10.8	11.0	18.5%	18.8%	
ForthOne	1096	1096	0	0%	297	272	-25	-8%	27%	25%	2875	2539	-336	-12%	9.7	9.3	14.1%	13.0%	
Forth2	1096	1096	0	0%	100	111	11	11%	9%	10%	888	1144	256	29%	8.9	10.3	4.4%	5.8%	
C.F.M.Radio	247	247	0	0%	106	112	6	6%	43%	46%	957	1029	72	8%	9.0	9.2	19.9%	19.6%	
Moray Firth Radio	233	232	-1	0%	127	130	3	2%	55%	56%	1577	1628	51	3%	12.4	12.5	29.5%	30.2%	
Total Northsound Radio	313	312	-1	0%	136	136	0	0%	44%	44%	1487	1536	49	3%	10.9	11.3	25.6%	25.9%	
Northsound One	313	312	-1	0%	124	126	2	2%	40%	40%	1234	1280	46	4%	10.0	10.2	21.2%	21.6%	
Northsound Two	313	312	-1	0%	41	43	2	5%	13%	14%	253	256	3	1%	6.1	5.9	4.4%	4.3%	
Radio Borders	107	107	0	0%	60	62	2	3%	56%	58%	749	845	96	13%	12.5	13.6	34.9%	39.3%	
Total Radio Tay	375	375	0	0%	160	167	7	4%	43%	44%	1994	1982	-12	-1%	12.5	11.9	25.5%	26.0%	
Tay-FM	375	375	0	0%	112	118	6	5%	30%	31%	1209	1228	19	2%	10.8	10.4	15.5%	16.1%	
Tay-AM	375	375	0	0%	78	79	1	1%	21%	21%	786	754	-32	-4%	10.1	9.5	10.0%	9.9%	
West Sound	388	388	0	0%	185	180	-5	-3%	48%	47%	1768	1785	17	1%	9.6	9.9	23.9%	24.0%	
Downtown Radio (DTR) / 97.4 Cool FM	1420	1421	1	0%	588	574	-14	-2%	41%	40%	6362	6018	-344	-5%	10.8	10.5	21.9%	21.1%	
97.4 Cool FM	971	971	0	0%	364	347	-17	-5%	37%	36%	3486	3450	-36	-1%	9.6	9.9	17.4%	17.3%	
Downtown Radio (DTR)	1420	1421	1	0%	281	276	-5	-2%	20%	19%	2876	2568	-308	-11%	10.2	9.3	9.9%	9.0%	
Wave 105 FM	1747	1747	0	0%	369	387	18	5%	21%	22%	4286	4403	117	3%	11.6	11.4	10.7%	11.3%	
107 The Bee	184	184	0	0%	27	27	0	0%	15%	15%	199	249	50	25%	7.4	9.1	6.5%	8.0%	
Total Broadcast Co	419	419	0	0%	54	58	4	7%	13%	14%	371	445	74	20%	6.8	7.6	3.8%	4.7%	
Fire Radio	286	286	0	0%	38	40	2	5%	13%	14%	210	266	56	27%	5.6	6.6	3.2%	4.2%	
Nova Radio - Weston (was Star Radio in North Somerset)	133	133	0	0%	17	18	1	6%	13%	14%	160	179	19	12%	9.5	9.8	5.1%	5.6%	
Central FM	219	218	-1	0%	48	50	2	4%	22%	23%	226	230	4	2%	4.7	4.6	5.2%	5.3%	
Chelmsford Radio 107.7 FM	235	235	0	0%	19	20	1	5%	8%	9%	126	141	15	12%	6.6	6.9	2.5%	2.8%	
Total Cheshire Radio	366	367	1	0%	53	53	0	0%	14%	15%	285	291	6	2%	5.4	5.5	4.0%	3.9%	
Cheshire's Silk 106.9	179	179	0	0%	21	19	-2	-10%	11%	10%	94	107	13	14%	4.6	5.7	2.9%	3.2%	
Chester's Dee 106.3	188	187	-1	-1%	32	35	3	9%	17%	18%	191	184	-7	-4%	5.9	5.3	5.0%	4.5%	
Total CN Radio	838	838	0	0%	233	245	12	5%	28%	29%	1955	2278	323	17%	8.4	9.3	10.9%	12.2%	
The Bay	291	292	1	0%	96	101	5	5%	33%	35%	793	922	129	16%	8.3	9.1	12.6%	14.6%	
Citybeat 96.7/102.5FM	546	546	0	0%	138	145	7	5%	25%	27%	970	1515	545	56%	7.0	10.5	7.8%	12.2%	
Lakeland Radio	51	51	0	0%	15	15	0	0%	30%	29%	146	144	-2	-1%	9.4	9.6	12.1%	12.3%	
The Coast	1676	1675	-1	0%	124	115	-9	-7%	7%	7%	744	696	-48	-6%	6.0	6.0	1.9%	1.9%	
Connect FM	227	227	0	0%	32	32	0	0%	14%	14%	277	209	-68	-25%	8.7	6.6	6.2%	4.8%	
Connect FM Peterborough (was Lite FM)	187	187	0	0%	13	11	-2	-15%	7%	6%	66	44	-22	-33%	5.0	4.1	1.8%	1.1%	
Colourful	10984	10984	0	0%	15	24	9	60%	*%	*%	181	251	70	39%	11.9	10.4	0.1%	0.1%	
3FM	67	68	1	1%	24	25	1	4%	35%	37%	270	310	40	15%	11.4	12.4	17.8%	19.9%	
Fun Radio	10984	10984	0	0%	42	30	-12	-29%	*%	*%	166	44	-122	-73%	4.0	1.5	0.1%	*%	
Total Global Radio (UK)	51618	51618	0	0%	19892	19714	-178	-1%	39%	38%	174783	168183	-6600	-4%	8.8	8.5	16.8%	16.1%	
Capital Network (UK)	n/p	51618	n/a	n/a	n/p	6764	n/a	n/a	n/p	13%	n/p	43329	n/a	n/a	n/p	6.4	n/p	4.1%	4.1%
Galaxy Network (UK)	51618	51618	0	0%	3779	3901	122	3%	7%	8%	25497	26039	542	2%	6.7	6.7	2.4%	2.5%	

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Total Choice (UK)	51618	51618	0	0%	684	734	50	7%	1%	1%	3541	3690	149	4%	5.2	5.0	0.3%	0.4%				
Choice FM London	10983	10984	1	0%	480	521	41	9%	4%	5%	2950	2678	-272	-9%	6.1	5.1	1.3%	1.3%				
Classic FM	51618	51618	0	0%	5676	5720	44	1%	11%	11%	37288	40997	3709	10%	6.6	7.2	3.5%	3.9%				
Gold Network (UK)	51618	51618	0	0%	1465	1457	-8	-1%	3%	3%	13682	13174	-508	-4%	9.3	9.0	1.3%	1.3%				
Heart Network (UK)	51618	51618	0	0%	7988	7746	-242	-3%	15%	15%	61587	57798	-3789	-6%	7.7	7.5	5.9%	5.5%				
Total LBC (UK)	51618	51618	0	0%	1124	1148	24	2%	2%	2%	13154	12241	-913	-7%	11.7	10.7	1.3%	1.2%				
Total XFM (UK)	51618	51618	0	0%	962	938	-24	-2%	2%	2%	4455	3805	-650	-15%	4.6	4.1	0.4%	0.4%				
Global Radio (ILR)	42041	42040	-1	0%	14183	14067	-116	-1%	34%	33%	125300	120117	-5183	-4%	8.8	8.5	14.9%	14.2%				
Global Radio London (ILR)	10983	10984	1	0%	4935	4638	-297	-6%	45%	42%	44870	37964	-6906	-15%	9.1	8.2	20.2%	18.1%				
Capital Network (ILR)	n/p	29410	n/a	n/a	n/p	6328	n/a	n/a	n/p	22%	n/p	41106	n/a	n/a	n/p	6.5	n/p	7.2%				
95.8 Capital FM	10983	10984	1	0%	2125	1961	-164	-8%	19%	18%	11722	9540	-2182	-19%	5.5	4.9	5.3%	4.5%				
Galaxy Network (ILR)	15498	15498	0	0%	3335	3370	35	1%	22%	22%	23646	23816	170	1%	7.1	7.1	8.0%	8.0%				
Galaxy Birmingham	2110	2109	-1	0%	404	416	12	3%	19%	20%	2513	2239	-274	-11%	6.2	5.4	6.7%	5.9%				
Galaxy Manchester	2821	2822	1	0%	566	575	9	2%	20%	20%	3497	3542	45	1%	6.2	6.2	6.5%	6.6%				
Galaxy North East	2203	2205	2	0%	607	604	-3	0%	28%	27%	4778	4901	123	3%	7.9	8.1	11.9%	11.7%				
Galaxy Scotland	2722	2722	0	0%	457	448	-9	-2%	17%	16%	3423	3361	-62	-2%	7.5	7.5	6.7%	6.8%				
Galaxy Scotland (East)	1196	1195	-1	0%	200	185	-15	-8%	17%	16%	1434	1449	15	1%	7.2	7.8	6.4%	6.7%				
Galaxy Scotland (West)	1706	1706	0	0%	295	307	12	4%	17%	18%	2197	2137	-60	-3%	7.5	7.0	6.7%	6.9%				
Galaxy South Coast	1145	1145	0	0%	222	203	-19	-9%	19%	18%	1609	1439	-170	-11%	7.3	7.1	6.1%	5.6%				
Galaxy Yorkshire	4497	4496	-1	0%	1079	1123	44	4%	24%	25%	7826	8334	508	6%	7.3	7.4	8.9%	9.2%				
105.4 Leicester Sound FM	622	622	0	0%	134	153	19	14%	22%	25%	884	1014	130	15%	6.6	6.6	7.8%	8.3%				
RAM FM	457	457	0	0%	103	98	-5	-5%	22%	21%	907	832	-75	-8%	8.8	8.5	10.9%	9.9%				
Red Dragon	986	987	1	0%	321	340	19	6%	33%	34%	2347	2372	25	1%	7.3	7.0	11.4%	10.7%				
96 Trent FM	1159	1159	0	0%	331	321	-10	-3%	29%	28%	2370	2261	-109	-5%	7.2	7.1	11.0%	10.0%				
Gold Network (ILR)	29404	29404	0	0%	1220	1231	11	1%	4%	4%	11802	11690	-112	-1%	9.7	9.5	2.0%	2.0%				
Gold Bedford	611	611	0	0%	26	29	3	12%	4%	5%	301	252	-49	-16%	11.7	8.8	2.3%	1.9%				
Gold Berkshire/North Hampshire	749	749	0	0%	28	49	21	75%	4%	6%	173	323	150	87%	6.1	6.6	1.2%	2.2%				
Gold Birmingham	2067	2066	-1	0%	72	53	-19	-26%	3%	3%	456	391	-65	-14%	6.4	7.3	1.2%	1.0%				
Gold Bristol/Bath/Wiltshire	1364	1364	0	0%	94	84	-10	-11%	7%	6%	968	893	-75	-8%	10.3	10.6	3.1%	2.8%				
Gold Coventry	659	658	-1	0%	23	21	-2	-9%	4%	3%	275	256	-19	-7%	11.7	12.1	2.2%	1.9%				
Gold Crawley	377	378	1	0%	11	12	1	9%	3%	3%	68	60	-8	-12%	6.1	5.0	0.8%	0.7%				
Gold Derby	457	457	0	0%	12	19	7	58%	3%	4%	110	113	3	3%	9.1	6.1	1.3%	1.4%				
Gold Devon	543	542	-1	0%	9	7	-2	-22%	2%	1%	65	34	-31	-48%	7.1	4.6	0.5%	0.3%				
Gold Dorset	606	608	2	0%	41	42	1	2%	7%	7%	367	291	-76	-21%	8.9	7.0	2.6%	2.2%				
Gold Essex	1246	1245	-1	0%	59	64	5	8%	5%	5%	878	663	-215	-24%	14.9	10.4	3.1%	2.3%				
Gold Gloucester	408	408	0	0%	15	12	-3	-20%	4%	3%	173	150	-23	-13%	11.4	12.9	2.1%	1.8%				
Gold Hampshire	1145	1145	0	0%	62	55	-7	-11%	5%	5%	505	453	-52	-10%	8.1	8.3	1.9%	1.8%				
Gold Kent	1175	1175	0	0%	39	43	4	10%	3%	4%	368	558	190	52%	9.4	13.1	1.4%	2.1%				
Gold London	10983	10984	1	0%	371	376	5	1%	3%	3%	4151	2678	-1473	-35%	11.2	7.1	1.9%	1.3%				
Gold Luton	1057	1057	0	0%	47	43	-4	-9%	4%	4%	416	371	-45	-11%	8.8	8.7	2.0%	1.8%				
Gold Manchester	2402	2402	0	0%	79	86	7	9%	3%	4%	806	775	-31	-4%	10.2	9.0	1.8%	1.7%				
Gold Norfolk/Suffolk	1172	1172	0	0%	66	66	0	0%	6%	6%	798	752	-46	-6%	12.0	11.4	3.3%	3.0%				
Gold Norfolk	653	653	0	0%	42	40	-2	-5%	6%	6%	428	457	29	7%	10.2	11.3	3.2%	3.4%				
Gold Suffolk	525	525	0	0%	25	26	1	4%	5%	5%	370	295	-75	-20%	14.9	11.4	3.3%	2.5%				
Gold North Wales/Cheshire	385	384	-1	0%	10	12	2	20%	3%	3%	101	117	16	16%	10.4	9.5	1.2%	1.4%				
Gold Northampton	554	553	-1	0%	24	21	-3	-13%	4%	4%	216	205	-11	-5%	9.1	10.0	2.0%	1.9%				
Gold Nottingham	1159	1159	0	0%	44	55	11	25%	4%	5%	238	425	187	79%	5.4	7.7	1.1%	1.9%				
Gold Peterborough	586	587	1	0%	36	31	-5	-14%	6%	5%	503	498	-5	-1%	14.1	16.1	3.9%	3.9%				
Gold Plymouth	342	341	-1	0%	19	22	3	16%	6%	6%	247	260	13	5%	13.1	11.9	3.6%	3.8%				
Gold Sussex	1017	1017	0	0%	63	63	0	0%	6%	6%	472	479	7	1%	7.5	7.7	2.1%	2.1%				

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 4 2010/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours				Market Share			
	Last Pub	W4 2010	000's	Change %	Last Pub	W4 2010	000's	Change %	Last Pub	W4 2010	000's	Change %	Last Pub	W4 2010	000's	Change %	Last Pub	W4 2010	000's	Change %	Last Pub	W4 2010	000's	Change %
Gold South East Wales	986	987	1	0%	38	46	8	21%	4%	5%	485	487	2	0%	12.7	10.7	2.4%	2.2%						
Gold Wolverhampton	1303	1302	-1	0%	46	45	-1	-2%	4%	3%	422	428	6	1%	9.1	9.5	1.6%	1.7%						
Heart Network (ILR)	28512	28513	1	0%	7313	7047	-266	-4%	26%	25%	57495	53970	-3525	-6%	7.9	7.7	9.9%	9.3%						
Heart Cambridgeshire	n/p	835	n/a	n/a	n/p	249	n/a	n/a	n/p	30%	n/p	2016	n/a	n/a	n/p	8.1	n/p	10.7%						
Heart Devon	n/p	1037	n/a	n/a	n/p	308	n/a	n/a	n/p	30%	n/p	2797	n/a	n/a	n/p	9.1	n/p	12.9%						
Heart East Anglia	n/p	1202	n/a	n/a	n/p	301	n/a	n/a	n/p	25%	n/p	2501	n/a	n/a	n/p	8.3	n/p	9.7%						
Heart 106 FM East Midlands	2171	2171	0	0%	453	460	7	2%	21%	21%	3513	3190	-323	-9%	7.8	6.9	8.6%	7.3%						
Heart Essex	n/p	1332	n/a	n/a	n/p	453	n/a	n/a	n/p	34%	n/p	4465	n/a	n/a	n/p	9.8	n/p	14.6%						
Heart Four Counties	n/p	1986	n/a	n/a	n/p	498	n/a	n/a	n/p	25%	n/p	3843	n/a	n/a	n/p	7.7	n/p	9.9%						
Heart Kent	1175	1175	0	0%	382	393	11	3%	33%	33%	3062	3067	5	0%	8.0	7.8	11.9%	11.5%						
Heart London	10983	10984	1	0%	2057	1766	-291	-14%	19%	16%	11717	9583	-2134	-18%	5.7	5.4	5.3%	4.6%						
Heart North West and Wales	n/p	1001	n/a	n/a	n/p	228	n/a	n/a	n/p	23%	n/p	2045	n/a	n/a	n/p	9.0	n/p	9.3%						
Heart Solent	n/p	1641	n/a	n/a	n/p	304	n/a	n/a	n/p	18%	n/p	1709	n/a	n/a	n/p	5.6	n/p	4.8%						
Heart Sussex	n/p	1345	n/a	n/a	n/p	380	n/a	n/a	n/p	28%	n/p	3167	n/a	n/a	n/p	8.3	n/p	10.6%						
Heart Thames Valley	n/p	1418	n/a	n/a	n/p	345	n/a	n/a	n/p	24%	n/p	2664	n/a	n/a	n/p	7.7	n/p	9.7%						
Heart West Country	n/p	2116	n/a	n/a	n/p	661	n/a	n/a	n/p	31%	n/p	5868	n/a	n/a	n/p	8.9	n/p	12.3%						
Heart West Midlands	3569	3568	-1	0%	769	764	-5	-1%	22%	21%	6346	6214	-132	-2%	8.3	8.1	9.5%	9.2%						
LBC (ILR)	10983	10984	1	0%	1048	1106	58	6%	10%	10%	12108	10877	-1231	-10%	11.6	9.8	5.5%	5.2%						
LBC 97.3	10983	10984	1	0%	928	968	40	4%	8%	9%	10830	9713	-1117	-10%	11.7	10.0	4.9%	4.6%						
LBC News 1152	10983	10984	1	0%	373	358	-15	-4%	3%	3%	1278	1165	-113	-9%	3.4	3.3	0.6%	0.6%						
XFM (ILR)	13805	13805	0	0%	728	692	-36	-5%	5%	5%	3446	2962	-484	-14%	4.7	4.3	1.3%	1.1%						
XFM London	10983	10984	1	0%	540	529	-11	-2%	5%	5%	2222	2608	386	17%	4.1	4.9	1.0%	1.2%						
XFM Manchester	2821	2822	1	0%	187	150	-37	-20%	7%	5%	858	525	-333	-39%	4.6	3.5	1.6%	1.0%						
Total GMG Radio	51618	51618	0	0%	5191	5217	26	1%	10%	10%	45636	45756	120	0%	8.8	8.8	4.4%	4.4%						
GMG Radio North West Total	5263	5262	-1	0%	1328	1274	-54	-4%	25%	24%	12294	11770	-524	-4%	9.3	9.2	11.8%	11.5%						
GMG Radio North West Regional	5225	5224	-1	0%	1238	1176	-62	-5%	24%	23%	11404	10957	-447	-4%	9.2	9.3	11.0%	10.8%						
GMG Radio North East	2227	2228	1	0%	600	591	-9	-2%	27%	27%	4961	5545	584	12%	8.3	9.4	12.2%	13.1%						
GMG Radio Scotland	2885	2885	0	0%	850	820	-30	-4%	29%	28%	9028	8165	-863	-10%	10.6	10.0	16.7%	15.8%						
Total Real Radio	51618	51618	0	0%	2371	2352	-19	-1%	5%	5%	20911	20601	-310	-1%	8.8	8.8	2.0%	2.0%						
Real Radio (ILR Network)	14784	14784	0	0%	2215	2173	-42	-2%	15%	15%	20062	19794	-268	-1%	9.1	9.1	7.0%	6.9%						
Real Radio (North East) - (was Century Radio)	2227	2228	1	0%	301	302	1	0%	14%	14%	2085	2673	588	28%	6.9	8.9	5.1%	6.3%						
Real Radio (North West) - (was Century Radio)	5225	5224	-1	0%	521	451	-70	-13%	10%	9%	5210	4453	-757	-15%	10.0	9.9	5.0%	4.4%						
Real Radio (Scotland)	2698	2698	0	0%	665	622	-43	-6%	25%	23%	6721	5535	-1186	-18%	10.1	8.9	13.2%	11.3%						
Real Radio (Wales)	1792	1792	0	0%	434	481	47	11%	24%	27%	3703	3973	270	7%	8.5	8.3	10.1%	9.9%						
Real Radio (Yorkshire)	2841	2842	1	0%	293	317	24	8%	10%	11%	2343	3160	817	35%	8.0	10.0	4.4%	5.7%						
96.3 Rock Radio	813	813	0	0%	55	61	6	11%	7%	7%	317	471	154	49%	5.7	7.8	2.2%	3.4%						
106.1 Rock Radio	2262	2262	0	0%	129	122	-7	-5%	6%	5%	891	813	-78	-9%	6.9	6.7	2.1%	1.9%						
Smooth Radio UK	51618	51618	0	0%	3053	3084	31	1%	6%	6%	23517	23871	354	2%	7.7	7.7	2.3%	2.3%						
Smooth Radio (ILR Network)	26010	26010	0	0%	2654	2653	-1	0%	10%	10%	21322	21315	-7	0%	8.0	8.0	4.2%	4.2%						
Smooth Radio Midlands	5688	5688	0	0%	681	664	-17	-2%	12%	12%	7112	6692	-420	-6%	10.4	10.1	6.7%	6.1%						
Smooth Radio (East Midlands)	2162	2161	-1	0%	326	335	9	3%	15%	15%	3083	2938	-145	-5%	9.5	8.8	7.6%	6.9%						
Smooth Radio (West Midlands)	3569	3568	-1	0%	357	332	-25	-7%	10%	9%	4074	3761	-313	-8%	11.4	11.3	6.1%	5.6%						
Smooth Radio (Glasgow)	1885	1886	1	0%	241	245	4	2%	13%	13%	1990	2158	168	8%	8.2	8.8	5.6%	6.4%						
Smooth Radio (London)	10983	10984	1	0%	544	467	-77	-14%	5%	4%	3725	2394	-1331	-36%	6.8	5.1	1.7%	1.1%						
Smooth Radio (North East)	2227	2228	1	0%	385	375	-10	-3%	17%	17%	2876	2872	-4	0%	7.5	7.7	7.1%	6.8%						
Smooth Radio (North West)	5225	5224	-1	0%	858	858	0	0%	16%	16%	6194	6504	310	5%	7.2	7.6	6.0%	6.4%						
Imagine FM	375	375	0	0%	28	28	0	0%	8%	7%	163	140	-23	-14%	5.7	5.0	2.4%	1.9%						
IOW Radio	121	121	0	0%	40	39	-1	-3%	33%	32%	563	593	30	5%	14.2	15.4	15.8%	16.8%						
JACKfm Oxfordshire	505	505	0	0%	62	67	5	8%	12%	13%	320	383	63	20%	5.2	5.7	3.4%	4.4%						
106 JACKfm (Oxford)	505	505	0	0%	50	58	8	16%	10%	12%	269	348	79	29%	5.4	6.0	2.8%	4.0%						

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 4 2010/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours		Market Share	
	Last Pub	W4 2010	Change 000's	%	Last Pub	W4 2010	Change 000's	%	Last Pub	W4 2010	Change %	%	Last Pub	W4 2010	Change 000's	%	Last Pub	W4 2010	Last Pub	W4 2010
Glide FM 1079 (was Oxford's FM107.9)	505	505	0	0%	15	13	-2	-13%	3%	3%		51	35	-16	-31%	3.5	2.6	0.5%	0.4%	
106 JACKfm/Star Radio (Bristol)	595	595	0	0%	73	84	11	15%	12%	14%		444	591	147	33%	6.1	7.0	3.5%	4.5%	
106 JACKfm (Bristol) (was Original 106)	595	595	0	0%	72	86	14	19%	12%	14%		402	587	185	46%	5.6	6.8	3.0%	4.3%	
Star Radio (Bristol)	462	462	0	0%	34	31	-3	-9%	7%	7%		154	174	20	13%	4.5	5.6	1.6%	1.7%	
Kingdom FM	286	286	0	0%	72	71	-1	-1%	25%	25%		603	535	-68	-11%	8.4	7.6	10.9%	10.2%	
kmfm Group	1000	1029	29	3%	152	178	26	17%	15%	17%		1350	1454	104	8%	8.9	8.2	5.7%	6.1%	
kmfm East	476	506	30	6%	89	104	15	17%	19%	21%		939	1033	94	10%	10.5	9.9	8.2%	8.5%	
kmfm West	523	523	0	0%	62	74	12	19%	12%	14%		268	422	154	57%	4.4	5.7	2.3%	3.6%	
Lincs FM Group	2685	2701	16	1%	606	672	66	11%	23%	25%		6506	7348	842	13%	10.7	10.9	11.9%	12.7%	
Lincs FM 102.2	910	911	1	0%	293	317	24	8%	32%	35%		3749	4233	484	13%	12.8	13.3	19.2%	21.4%	
Oak FM	314	314	0	0%	28	36	8	29%	9%	12%		135	200	65	48%	4.8	5.5	2.2%	3.2%	
Lincs FM Group Yorkshire	1476	1492	16	1%	303	307	4	1%	21%	21%		2816	2651	-165	-6%	9.3	8.6	9.6%	8.9%	
Dearne FM	229	229	0	0%	47	54	7	15%	21%	23%		342	439	97	28%	7.2	8.2	8.3%	10.1%	
KCFM 99.8	430	445	15	3%	71	70	-1	-1%	16%	16%		681	678	-3	0%	9.6	9.7	6.9%	6.9%	
Ridings FM	294	294	0	0%	38	40	2	5%	13%	14%		288	252	-36	-13%	7.6	6.2	5.7%	4.7%	
Rother FM	207	207	0	0%	37	38	1	3%	18%	18%		356	291	-65	-18%	9.7	7.7	9.0%	7.2%	
Trax FM	365	365	0	0%	111	106	-5	-5%	30%	29%		1149	991	-158	-14%	10.4	9.3	16.0%	13.7%	
The Local Radio Company Group Total	1986	1985	-1	0%	521	538	17	3%	26%	27%		4068	4288	220	5%	7.8	8.0	10.3%	10.9%	
2BR	194	194	0	0%	68	64	-4	-6%	35%	33%		471	460	-11	-2%	6.9	7.2	13.8%	13.3%	
Minster FM	305	305	0	0%	84	87	3	4%	28%	29%		506	501	-5	-1%	6.0	5.7	7.8%	7.8%	
Mix 96	123	124	1	1%	44	45	1	2%	36%	37%		294	329	35	12%	6.7	7.3	11.4%	12.9%	
Spire FM	114	114	0	0%	42	43	1	2%	37%	38%		456	421	-35	-8%	10.7	9.9	17.4%	16.4%	
Spirit FM	212	211	-1	0%	54	53	-1	-2%	26%	25%		491	502	11	2%	9.1	9.5	11.4%	11.4%	
Star North East	381	380	-1	0%	37	40	3	8%	10%	11%		275	372	97	35%	7.4	9.2	3.9%	5.2%	
Star NE - North (was Durham FM)	210	210	0	0%	18	19	1	6%	9%	9%		126	201	75	60%	6.9	10.5	3.3%	5.3%	
Star NE - South (was Alpha 103.2)	170	170	0	0%	19	21	2	11%	11%	12%		149	170	21	14%	7.9	8.0	4.5%	5.0%	
97.2 Stray FM	147	148	1	1%	44	48	4	9%	30%	33%		261	314	53	20%	5.9	6.5	9.4%	11.5%	
Sun FM	271	271	0	0%	64	71	7	11%	24%	26%		529	641	112	21%	8.3	9.1	11.2%	13.6%	
Wessex FM	121	121	0	0%	39	42	3	8%	32%	35%		330	342	12	4%	8.4	8.2	12.3%	12.9%	
Yorkshire Coast Radio	118	118	0	0%	43	45	2	5%	37%	38%		454	406	-48	-11%	10.5	9.1	16.6%	15.3%	
Radio Mansfield 103.2	156	156	0	0%	35	38	3	9%	23%	25%		306	344	38	12%	8.7	9.0	10.3%	11.1%	
Manx Radio	67	68	1	1%	38	36	-2	-5%	56%	53%		468	460	-8	-2%	12.4	12.8	30.7%	29.6%	
Midwest Radio	197	197	0	0%	33	36	3	9%	17%	18%		366	484	118	32%	11.2	13.6	8.0%	11.0%	
Northern Media Group	573	573	0	0%	146	143	-3	-2%	26%	25%		1308	1097	-211	-16%	8.9	7.7	11.5%	9.8%	
Five FM	82	82	0	0%	22	23	1	5%	27%	28%		187	190	3	2%	8.3	8.1	11.9%	11.9%	
Q102.9FM/Q97.2FM/Q101.2FM	296	296	0	0%	90	87	-3	-3%	30%	29%		879	679	-200	-23%	9.8	7.9	14.6%	11.4%	
Seven FM	146	147	1	1%	19	17	-2	-11%	13%	12%		109	104	-5	-5%	5.8	6.1	3.9%	3.7%	
Six FM	93	94	1	1%	16	16	0	0%	17%	17%		133	124	-9	-7%	8.5	7.6	7.1%	7.0%	
Original 106 (Aberdeen)	313	312	-1	0%	39	42	3	8%	13%	14%		225	238	13	6%	5.7	5.6	3.9%	4.0%	
Total Orion Midlands	5868	5866	-2	0%	1305	1322	17	1%	22%	23%		9862	9801	-61	-1%	7.6	7.4	8.9%	8.6%	
Orion Midlands FM	n/p	5866	n/a	n/a	n/p	1249	n/a	n/a	n/p	21%		n/p	8940	n/a	n/a	n/p	7.2	n/p	7.8%	7.8%
Heart 106 FM East Midlands	2171	2171	0	0%	453	460	7	2%	21%	21%		3513	3190	-323	-9%	7.8	6.9	8.6%	7.3%	
Orion West Midlands	3788	3788	0	0%	858	866	8	1%	23%	23%		6349	6611	262	4%	7.4	7.6	8.9%	9.1%	
Orion West Midlands FM	3788	3788	0	0%	773	793	20	3%	20%	21%		5410	5749	339	6%	7.0	7.2	7.5%	7.9%	
Beacon Radio	1303	1302	-1	0%	231	257	26	11%	18%	20%		1633	1915	282	17%	7.1	7.4	6.2%	7.5%	
96.4 BRMB	2067	2066	-1	0%	334	324	-10	-3%	16%	16%		1880	1752	-128	-7%	5.6	5.4	5.1%	4.7%	
Mercia	659	658	-1	0%	145	143	-2	-1%	22%	22%		1083	1217	134	12%	7.5	8.5	8.6%	9.0%	
Wyvern FM	498	498	0	0%	103	112	9	9%	21%	23%		794	800	6	1%	7.7	7.1	8.0%	8.1%	
Gold Birmingham	2067	2066	-1	0%	72	53	-19	-26%	3%	3%		456	391	-65	-14%	6.4	7.3	1.2%	1.0%	
Gold Coventry	659	658	-1	0%	23	21	-2	-9%	4%	3%		275	256	-19	-7%	11.7	12.1	2.2%	1.9%	

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 4 2010/LAST PUBLISHED DATA

LOCAL COMMERCIAL	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours		Market Share	
	Last Pub	W4 2010	000's	Change %	Last Pub	W4 2010	000's	Change %	Last Pub	W4 2010	000's	Change %	Last Pub	W4 2010	000's	Change %	Last Pub	W4 2010	Last Pub	W4 2010
Gold Wolverhampton	1303	1302	-1	0%	46	45	-1	-2%	4%	3%	422	428	6	1%	9.1	9.5	1.6%	1.7%		
Premier Christian Radio	10983	10984	1	0%	213	164	-49	-23%	2%	1%	2405	1833	-572	-24%	11.3	11.2	1.1%	0.9%		
107.4 The Quay	380	380	0	0%	43	34	-9	-21%	11%	9%	270	222	-48	-18%	6.3	6.5	3.1%	2.5%		
Reading 107 FM	226	227	1	0%	19	23	4	21%	9%	10%	124	168	44	35%	6.4	7.2	3.4%	4.6%		
96.2 The Revolution	510	511	1	0%	39	22	-17	-44%	8%	4%	395	186	-209	-53%	10.1	8.3	3.9%	2.0%		
Southwest Local Radio Group (Palm & Exeter FM)	532	532	0	0%	62	67	5	8%	12%	13%	505	527	22	4%	8.2	7.9	4.4%	4.6%		
Exeter FM	304	304	0	0%	26	30	4	15%	9%	10%	164	194	30	18%	6.3	6.6	2.4%	2.8%		
Palm FM	228	228	0	0%	36	37	1	3%	16%	16%	340	333	-7	-2%	9.5	8.9	7.1%	7.2%		
107.5 Sovereign Radio	151	151	0	0%	29	26	-3	-10%	19%	17%	167	143	-24	-14%	5.7	5.4	4.8%	4.1%		
The Sunrise Group	51618	51618	0	0%	579	586	7	1%	1%	1%	4378	4877	499	11%	7.6	8.3	0.4%	0.5%		
Buzz Asia 963 & 972AM	10984	10984	0	0%	107	113	6	6%	1%	1%	429	548	119	28%	4.0	4.9	0.2%	0.3%		
Kismet Radio 1035 (Greater London)	10983	10984	1	0%	131	164	33	25%	1%	1%	1143	907	-236	-21%	8.7	5.5	0.5%	0.4%		
Sunrise Radio (Greater London)	10983	10984	1	0%	372	371	-1	0%	3%	3%	2668	3033	365	14%	7.2	8.2	1.2%	1.4%		
Sunrise Radio National	51618	51618	0	0%	506	481	-25	-5%	1%	1%	3316	3500	184	6%	6.6	7.3	0.3%	0.3%		
Time FM 106.6	284	284	0	0%	19	19	0	0%	7%	7%	120	166	46	38%	6.2	8.6	2.4%	3.1%		
Tindle Radio Group	1364	1363	-1	0%	330	338	8	2%	24%	25%	3389	3409	20	1%	10.3	10.1	11.5%	11.5%		
Kestrel FM (North and South)	231	230	-1	0%	53	54	1	2%	23%	24%	448	480	32	7%	8.4	8.8	8.5%	9.4%		
Kestrel FM	137	136	-1	-1%	34	35	1	3%	25%	26%	296	347	51	17%	8.7	9.8	9.0%	10.7%		
KESTREL FM - was Delta Radio	94	94	0	0%	19	19	0	0%	20%	20%	152	133	-19	-13%	7.9	7.0	7.6%	7.1%		
Tindle Radio Anglia	1005	1005	0	0%	210	214	4	2%	21%	21%	2131	2132	1	0%	10.1	10.0	9.8%	9.7%		
THE BEACH	186	186	0	0%	51	55	4	8%	28%	30%	560	546	-14	-3%	10.9	9.9	14.7%	14.8%		
Dream 100	143	142	-1	-1%	49	49	0	0%	34%	34%	687	729	42	6%	14.1	15.0	19.0%	20.0%		
North Norfolk Radio	92	93	1	1%	23	21	-2	-9%	25%	23%	244	221	-23	-9%	10.5	10.4	12.0%	10.9%		
Radio NORWICH 99.9	329	329	0	0%	53	51	-2	-4%	16%	16%	371	330	-41	-11%	7.0	6.4	5.2%	4.5%		
Town 102 FM	277	278	1	0%	34	38	4	12%	12%	13%	268	308	40	15%	7.9	8.2	4.7%	5.2%		
Channel 103 FM	75	76	1	1%	41	43	2	5%	54%	57%	463	461	-2	0%	11.3	10.7	31.0%	31.0%		
Island FM 104.7	52	52	0	0%	26	27	1	4%	51%	52%	348	336	-12	-3%	13.2	12.4	35.0%	32.6%		
Total Touch Radio Network	897	981	84	9%	122	138	16	13%	14%	14%	959	1119	160	17%	7.9	8.1	5.3%	5.6%		
107.6 Banbury Sound	84	84	0	0%	18	17	-1	-6%	21%	20%	196	177	-19	-10%	11.1	10.6	10.4%	9.9%		
Rugby FM	71	71	0	0%	20	20	0	0%	28%	29%	202	211	9	4%	10.2	10.3	13.4%	14.1%		
Touchradio Staffs	250	249	-1	0%	34	30	-4	-12%	14%	12%	338	283	-55	-16%	9.8	9.5	7.0%	5.6%		
96.2FM Touchradio - Coventry	288	288	0	0%	27	29	2	7%	9%	10%	120	173	53	44%	4.5	5.9	2.4%	3.4%		
102FM Touchradio - Warks, Worcs, Cotswolds	288	288	0	0%	34	34	0	0%	12%	12%	252	224	-28	-11%	7.3	6.6	3.8%	3.5%		
107.3 Touchradio - Warwick	133	133	0	0%	9	10	1	11%	7%	8%	47	52	5	11%	5.0	5.1	1.8%	1.9%		
Total Town and Country Broadcasting	51618	51618	0	0%	486	482	-4	-1%	1%	1%	2821	2751	-70	-2%	5.8	5.7	0.3%	0.3%		
NME Radio	51618	51618	0	0%	257	235	-22	-9%	*	*	1028	684	-344	-33%	4.0	2.9	0.1%	0.1%		
Town and Country Broadcasting (South and West Wales)	1585	1585	0	0%	258	257	-1	0%	16%	16%	2039	1987	-52	-3%	7.9	7.7	6.3%	5.9%		
102.1 Bay Radio	457	458	1	0%	35	36	1	3%	8%	8%	234	234	0	0%	6.6	6.5	2.5%	2.4%		
106.3 Bridge FM	124	123	-1	-1%	35	36	1	3%	28%	29%	244	277	33	14%	7.0	7.7	9.2%	10.3%		
97.1 Radio Carmarthenshire	128	128	0	0%	40	41	1	3%	31%	32%	317	350	33	10%	7.9	8.6	12.0%	13.1%		
Nation Radio	1409	1410	1	0%	145	136	-9	-6%	10%	10%	897	806	-91	-10%	6.2	5.9	3.1%	2.5%		
102.5 Radio Pembrokeshire	94	94	0	0%	40	39	-1	-3%	43%	42%	408	405	-3	-1%	10.2	10.4	22.4%	21.2%		
Total UKRD	1446	1446	0	0%	377	392	15	4%	26%	27%	3662	3814	152	4%	9.7	9.7	11.3%	11.9%		
Pirate FM	482	483	1	0%	149	148	-1	-1%	31%	31%	1582	1558	-24	-2%	10.6	10.5	14.0%	13.9%		
The County Sound Radio Network	541	541	0	0%	165	163	-2	-1%	31%	30%	1338	1536	198	15%	8.1	9.4	11.5%	13.0%		
County Sound 1566	541	541	0	0%	11	10	-1	-9%	2%	2%	39	51	12	31%	3.4	4.9	0.3%	0.4%		
96.4 Eagle Radio	541	541	0	0%	158	157	-1	-1%	29%	29%	1300	1485	185	14%	8.2	9.5	11.1%	12.6%		
Total UKRD East	421	421	0	0%	67	86	19	28%	16%	20%	583	703	120	21%	8.6	8.2	6.3%	7.3%		
KL.FM 96.7	152	152	0	0%	46	47	1	2%	30%	31%	549	497	-52	-9%	11.9	10.6	16.2%	14.8%		
Star Radio in Cambridge	271	271	0	0%	24	28	4	17%	9%	10%	126	201	75	60%	5.3	7.3	2.3%	3.4%		

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 4 2010/LAST PUBLISHED DATA

	Population 15+				Weekly Reach 000's				Weekly Reach %				Total Hours 000's				Average Hours		Market Share	
	Last Pub	W4 2010	Change 000's	%	Last Pub	W4 2010	Change 000's	%	Last Pub	W4 2010	Last Pub	W4 2010	Change 000's	%	Last Pub	W4 2010	Last Pub	W4 2010		
LOCAL COMMERCIAL																				
UTV Radio (inc. talkSPORT)	51618	51618	0	0%	3902	4174	272	7%	8%	8%	31421	34937	3516	11%	8.1	8.4	3.0%	3.3%		
UTV Radio (excl. talkSPORT)	6096	6096	0	0%	1273	1308	35	3%	21%	21%	11950	12249	299	3%	9.4	9.4	9.9%	9.9%		
107.6 Juice FM	953	954	1	0%	162	164	2	1%	17%	17%	1426	1495	69	5%	8.8	9.1	7.4%	7.9%		
Peak 107 FM	414	414	0	0%	83	85	2	2%	20%	21%	943	873	-70	-7%	11.4	10.3	12.5%	11.3%		
The Pulse/Pulse 2	853	853	0	0%	161	173	12	7%	19%	20%	1426	1402	-24	-2%	8.9	8.1	8.8%	8.3%		
The Pulse	853	853	0	0%	148	163	15	10%	17%	19%	1181	1231	50	4%	8.0	7.6	7.3%	7.2%		
Pulse 2	853	853	0	0%	43	41	-2	-5%	5%	5%	245	171	-74	-30%	5.6	4.2	1.5%	1.0%		
Signal One & Signal Two	772	773	1	0%	260	281	21	8%	34%	36%	2942	3172	230	8%	11.3	11.3	18.7%	18.6%		
Signal One	772	773	1	0%	244	264	20	8%	32%	34%	2455	2664	209	9%	10.1	10.1	15.6%	15.7%		
Signal Two	772	773	1	0%	56	63	7	13%	7%	8%	487	508	21	4%	8.7	8.1	3.1%	3.0%		
Total Swansea Sound/96.4 FM The Wave	457	458	1	0%	168	179	11	7%	37%	39%	1357	1585	228	17%	8.1	8.8	14.7%	16.0%		
96.4 FM The Wave	457	458	1	0%	131	139	8	6%	29%	30%	852	880	28	3%	6.5	6.3	9.2%	8.9%		
Swansea Sound - 1170 MW	457	458	1	0%	70	72	2	3%	15%	16%	505	704	199	39%	7.2	9.8	5.5%	7.1%		
U105	859	860	1	0%	133	140	7	5%	16%	16%	1338	1054	-284	-21%	10.0	7.5	7.5%	5.9%		
Radio Wave 96.5 FM	240	240	0	0%	76	78	2	3%	32%	33%	813	817	4	0%	10.6	10.4	15.7%	15.9%		
102.4 Wish/107.2 Wire/107.4 Tower FM	1115	1114	-1	0%	182	169	-13	-7%	16%	15%	1142	1173	31	3%	6.3	6.9	5.3%	5.3%		
107.4 Tower FM	430	430	0	0%	47	46	-1	-2%	11%	11%	310	366	56	18%	6.6	8.0	3.9%	4.4%		
107.2 Wire FM	278	277	-1	0%	51	50	-1	-2%	18%	18%	272	297	25	9%	5.4	6.0	4.8%	5.0%		
102.4 Wish FM	467	467	0	0%	88	76	-12	-14%	19%	16%	560	510	-50	-9%	6.3	6.7	6.0%	5.7%		
107.7 The Wolf	431	430	-1	0%	38	35	-3	-8%	9%	8%	327	253	-74	-23%	8.6	7.2	4.0%	3.2%		
Wave 102 FM	154	153	-1	-1%	30	32	2	7%	19%	21%	193	224	31	16%	6.5	7.1	7.0%	8.0%		
Yorkshire Radio	4479	4479	0	0%	76	70	-6	-8%	2%	2%	374	262	-112	-30%	4.9	3.8	0.4%	0.3%		

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LOCAL COMMERCIAL	Population 15+		Change		Weekly Reach 000's				Change		Weekly Reach %		Total Hours 000's				Change		Average Hours		Market Share	
	Last Pub	W4 2010	000's	%	Last Pub	W4 2010	000's	%	Last Pub	W4 2010	Last Pub	W4 2010	000's	%	Last Pub	W4 2010	Last Pub	W4 2010	Last Pub	W4 2010		
BBC Local Radio	41651	41662	11	0%	6962	7428	466	7%	17%	18%	72386	68452	-3934	-5%	10.4	9.2	8.4%	8.2%				
BBC Radio Berkshire	796	796	0	0%	146	140	-6	-4%	18%	18%	993	1086	93	9%	6.8	7.7	6.6%	7.1%				
BBC Radio Bristol	893	894	1	0%	161	154	-7	-4%	18%	17%	1756	1725	-31	-2%	10.9	11.2	8.4%	8.2%				
BBC Radio Cambridgeshire	710	710	0	0%	116	126	10	9%	16%	18%	1115	1174	59	5%	9.6	9.3	7.0%	7.2%				
BBC Radio Cornwall	458	458	0	0%	157	147	-10	-6%	34%	32%	2172	2277	105	5%	13.9	15.4	19.7%	22.7%				
BBC Coventry and Warwickshire	665	666	1	0%	68	75	7	10%	10%	11%	689	728	39	6%	10.2	9.7	5.3%	5.4%				
BBC Radio Cumbria	408	407	-1	0%	140	147	7	5%	34%	36%	1558	1537	-21	-1%	11.1	10.5	17.3%	16.6%				
BBC Radio Derby	634	634	0	0%	169	169	0	0%	27%	27%	1646	1514	-132	-8%	9.7	9.0	14.0%	12.7%				
BBC Radio Devon	984	983	-1	0%	235	234	-1	0%	24%	24%	2729	2631	-98	-4%	11.6	11.2	13.1%	12.9%				
BBC Essex	1281	1282	1	0%	238	246	8	3%	19%	19%	3033	2912	-121	-4%	12.7	11.8	10.3%	9.8%				
BBC Radio Gloucestershire	483	483	0	0%	91	93	2	2%	19%	19%	800	884	84	11%	8.7	9.5	7.9%	8.8%				
BBC Hereford & Worcester	494	494	0	0%	99	90	-9	-9%	20%	18%	986	913	-73	-7%	10.0	10.1	10.2%	9.3%				
BBC Radio Humberside	768	768	0	0%	195	206	11	6%	25%	27%	2145	2279	134	6%	11.0	11.1	13.2%	13.1%				
BBC Radio Kent	1390	1390	0	0%	255	255	0	0%	18%	18%	3264	3187	-77	-2%	12.8	12.5	10.6%	9.9%				
BBC Radio Lancashire	1183	1184	1	0%	239	245	6	3%	20%	21%	1990	2341	351	18%	8.3	9.6	8.3%	10.2%				
BBC Radio Leeds	1633	1633	0	0%	265	282	17	6%	16%	17%	2065	1978	-87	-4%	7.8	7.0	6.7%	6.2%				
BBC Radio Leicester	806	805	-1	0%	137	172	35	26%	17%	21%	1315	1661	346	26%	9.6	9.7	8.6%	10.1%				
BBC Radio Lincolnshire	540	541	1	0%	107	101	-6	-6%	20%	19%	1947	1680	-267	-14%	18.2	16.6	15.6%	14.0%				
BBC London 94.9	10983	10984	1	0%	560	502	-58	-10%	5%	5%	3091	2971	-120	-4%	5.5	5.9	1.4%	1.4%				
BBC Radio Manchester	2128	2129	1	0%	220	228	8	4%	10%	11%	1507	1573	66	4%	6.9	6.9	3.8%	4.0%				
BBC Radio Merseyside	1616	1617	1	0%	302	312	10	3%	19%	19%	3752	4194	442	12%	12.4	13.5	11.4%	12.7%				
BBC Radio Newcastle	1419	1419	0	0%	262	263	1	0%	18%	19%	2292	2228	-64	-3%	8.8	8.5	9.0%	8.8%				
BBC Radio Norfolk	768	769	1	0%	193	216	23	12%	25%	28%	2307	2364	57	2%	11.9	10.9	14.3%	14.5%				
BBC Radio Northampton	481	481	0	0%	90	87	-3	-3%	19%	18%	905	917	12	1%	10.1	10.6	9.7%	9.7%				
BBC Radio Nottingham	790	791	1	0%	185	206	21	11%	23%	26%	1694	2215	521	31%	9.1	10.7	11.3%	13.5%				
BBC Oxford 95.2FM	518	518	0	0%	69	62	-7	-10%	13%	12%	591	541	-50	-8%	8.5	8.7	6.0%	5.9%				
BBC Radio Sheffield	1261	1261	0	0%	236	235	-1	0%	19%	19%	1883	1753	-130	-7%	8.0	7.5	8.0%	7.2%				
BBC Radio Shropshire	379	379	0	0%	99	103	4	4%	26%	27%	1112	1150	38	3%	11.2	11.2	12.8%	13.6%				
BBC Radio Solent	1532	1544	12	1%	268	267	-1	0%	18%	17%	2826	2866	40	1%	10.5	10.7	7.9%	8.4%				
BBC Solent for Dorset	172	172	0	0%	24	22	-2	-8%	14%	13%	180	150	-30	-17%	7.5	6.9	5.4%	4.2%				
BBC Somerset	442	442	0	0%	65	72	7	11%	15%	16%	749	774	25	3%	11.5	10.8	7.0%	7.8%				
BBC Radio Stoke	597	598	1	0%	143	156	13	9%	24%	26%	1701	1455	-246	-14%	11.9	9.3	13.9%	10.9%				
BBC Radio Suffolk	533	533	0	0%	112	118	6	5%	21%	22%	1452	1572	120	8%	12.9	13.3	13.0%	13.6%				
BBC Sussex and BBC Surrey	2460	2459	-1	0%	266	298	32	12%	11%	12%	2491	2723	232	9%	9.4	9.1	4.5%	5.0%				
BBC Tees	790	790	0	0%	85	126	41	48%	11%	16%	469	851	382	81%	5.5	6.8	3.1%	5.2%				
BBC Three Counties Radio	1285	1286	1	0%	147	178	31	21%	11%	14%	1247	1439	192	15%	8.5	8.1	4.9%	5.7%				
BBC WM (Birmingham & Black Country)	2254	2254	0	0%	190	197	7	4%	8%	9%	1870	1931	61	3%	9.8	9.8	4.6%	4.7%				
BBC Radio Wiltshire/Swindon	541	542	1	0%	78	94	16	21%	14%	17%	709	749	40	6%	9.1	7.9	6.0%	6.1%				
BBC Radio York	536	535	-1	0%	103	92	-11	-11%	19%	17%	901	866	-35	-4%	8.8	9.4	7.9%	7.6%				
BBC Radio Guernsey	52	52	0	0%	19	20	1	5%	37%	39%	232	252	20	9%	12.1	12.6	23.4%	24.5%				
BBC Radio Jersey	75	76	1	1%	27	27	0	0%	36%	36%	295	279	-16	-5%	10.7	10.3	19.7%	18.8%				

HALLETT ARENDT RAJAR TOPLINE RESULTS - WAVE 4 2010/LAST PUBLISHED DATA

	Population 15+		Change		Weekly Reach 000's		Change		Weekly Reach %		Total Hours 000's		Change		Average Hours		Market Share	
	Last Pub	W4 2010	000's	%	Last Pub	W4 2010	000's	%	Last Pub	W4 2010	Last Pub	W4 2010	000's	%	Last Pub	W4 2010	Last Pub	W4 2010
LOCAL COMMERCIAL																		
Total Absolute Radio Network (was Total Virgin Radio Network)	51618	51618	0	0%	2405	2223	-182	-8%	5%	4%	18192	15867	-2325	-13%	7.6	7.1	1.7%	1.5%
Total Absolute Radio (was Total Virgin Radio)	51618	51618	0	0%	1654	1375	-279	-17%	3%	3%	12239	9467	-2772	-23%	7.4	6.9	1.2%	0.9%
Total Absolute Radio Network (London)	10983	10984	1	0%	1123	850	-273	-24%	10%	8%	8997	5672	-3325	-37%	8.0	6.7	4.1%	2.7%
Total Absolute Radio (London) (was Total Virgin (London))	10983	10984	1	0%	911	674	-237	-26%	8%	6%	7165	4173	-2992	-42%	7.9	6.2	3.2%	2.0%
Absolute Radio London (was Virgin Radio London)	10983	10984	1	0%	725	517	-208	-29%	7%	5%	5080	2251	-2829	-56%	7.0	4.4	2.3%	1.1%
Absolute Radio National (was Virgin Radio National)	51618	51618	0	0%	1115	929	-186	-17%	2%	2%	7159	7215	56	1%	6.4	7.8	0.7%	0.7%
Absolute 80s	51618	51618	0	0%	564	665	101	18%	1%	1%	3712	3092	-620	-17%	6.6	4.7	0.4%	0.3%
Absolute Radio 90s	51618	51618	0	0%	203	295	92	45%	*%	1%	976	2005	1029	105%	4.8	6.8	0.1%	0.2%
Absolute Radio Classic Rock (was Virgin Radio Classic Rock)	51618	51618	0	0%	303	306	3	1%	1%	1%	1185	1277	92	8%	3.9	4.2	0.1%	0.1%
Chill	51618	51618	0	0%	176	170	-6	-3%	*%	*%	629	516	-113	-18%	3.6	3.0	0.1%	*%
Heat	51618	51618	0	0%	578	557	-21	-4%	1%	1%	1504	1971	467	31%	2.6	3.5	0.1%	0.2%
The Hits	51618	51618	0	0%	1153	1123	-30	-3%	2%	2%	4132	3994	-138	-3%	3.6	3.6	0.4%	0.4%
Jazz FM	51618	51618	0	0%	452	448	-4	-1%	1%	1%	1866	1897	31	2%	4.1	4.2	0.2%	0.2%
Panjab Radio	51618	51618	0	0%	194	128	-66	-34%	*%	*%	999	557	-442	-44%	5.1	4.4	0.1%	0.1%
Planet Rock	51618	51618	0	0%	783	827	44	6%	2%	2%	5333	5647	314	6%	6.8	6.8	0.5%	0.5%
Q	51618	51618	0	0%	246	272	26	11%	*%	1%	492	628	136	28%	2.0	2.3	*%	0.1%
Smash Hits Radio	51618	51618	0	0%	1109	1045	-64	-6%	2%	2%	4002	3525	-477	-12%	3.6	3.4	0.4%	0.3%
talkSPORT	51618	51618	0	0%	2960	3084	124	4%	6%	6%	21991	24513	2522	11%	7.4	7.9	2.1%	2.3%
BBC Radio 1	51618	51618	0	0%	11647	11421	-226	-2%	23%	22%	95729	92354	-3375	-4%	8.2	8.1	9.1%	8.8%
BBC Radio 2	51618	51618	0	0%	13682	13943	261	2%	27%	27%	164809	169825	5016	3%	12.0	12.2	15.6%	16.2%
BBC Radio 3	51618	51618	0	0%	2145	2216	71	3%	4%	4%	12776	12206	-570	-4%	6.0	5.5	1.2%	1.2%
BBC Radio 4	51618	51618	0	0%	10368	10319	-49	0%	20%	20%	124051	126954	2903	2%	12.0	12.3	11.8%	12.1%
BBC Radio FIVE LIVE	51618	51618	0	0%	6295	7093	798	13%	12%	14%	49574	55586	6012	12%	7.9	7.8	4.7%	5.3%
BBC Radio FIVE LIVE (inc SPORTS EXTRA)	51618	51618	0	0%	6439	7212	773	12%	12%	14%	51358	57411	6053	12%	8.0	8.0	4.9%	5.5%
FIVE LIVE SPORTS EXTRA	51618	51618	0	0%	648	751	103	16%	1%	1%	1784	1825	41	2%	2.8	2.4	0.2%	0.2%
BBC 6 Music	51618	51618	0	0%	1196	1137	-59	-5%	2%	2%	10339	7857	-2482	-24%	8.6	6.9	1.0%	0.8%
1 Xtra from the BBC	51618	51618	0	0%	806	816	10	1%	2%	2%	4556	3810	-746	-16%	5.7	4.7	0.4%	0.4%
BBC Radio 7	51618	51618	0	0%	1045	941	-104	-10%	2%	2%	6691	5361	-1330	-20%	6.4	5.7	0.6%	0.5%
BBC Asian Network UK	51618	51618	0	0%	462	477	15	3%	1%	1%	2350	2592	242	10%	5.1	5.4	0.2%	0.2%
BBC World Service	51618	51618	0	0%	1319	1459	140	11%	3%	3%	6216	6588	372	6%	4.7	4.5	0.6%	0.6%
BBC Local/Regional	51618	51618	0	0%	9144	9836	692	8%	18%	19%	94584	93205	-1379	-1%	10.3	9.5	9.0%	8.9%
ALL NATIONAL COMMERCIAL (UK)	51618	51618	0	0%	15101	15407	306	2%	29%	30%	118566	123708	5142	4%	7.9	8.0	11.2%	11.8%
ALL LOCAL COMMERCIAL (UK)	51618	51618	0	0%	26999	26462	-537	-2%	52%	51%	339567	320362	-19205	-6%	12.6	12.1	32.2%	30.6%
ALL COMMERCIAL (UK)	51618	51618	0	0%	33373	33059	-314	-1%	65%	64%	458133	444070	-14063	-3%	13.7	13.4	43.4%	42.5%
ALL BBC (UK)	51618	51618	0	0%	34243	34505	262	1%	66%	67%	573459	578163	4704	1%	16.7	16.8	54.3%	55.3%
ALL RADIO (UK)	51618	51618	0	0%	46762	46727	-35	0%	91%	91%	1055210	1045482	-9728	-1%	22.6	22.4	100.0%	100.0%